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Scott Moskowitz

Entrepreneur with moxie

Miami/Fort Lauderdale Area | Computer Software

Current: Blue Spike, Inc., Wistaria Trading, Inc.
 Previous: Sony Corporation, Tokyo, Japan
 Education: University of Pennsylvania

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396
connections

www.linkedin.com/in/smoskowitz

Background
Contact Info

Summary

A hi-tech Executive fluent in Japanese and experienced in new business creation, sales/marketing, strategic planning, start-ups, import/export and people management and development. Operationally skilled, creative, technically savvy, team oriented senior manager who delivers form and substance (and maybe a few run-on sentences).

Specialties: An open mind.

Intellectual property (particularly, patents & copyrights), new business development & execution, mechanics of standards-setting bodies & licensing efforts, Japanese market & distribution channel strategy, identity & recognition management, hard equity & mortgage lending practice.

Experience

Founder & CEO
Blue Spike, Inc.
 November 1997 – Present (15 years 10 months)

The idea for Blue Spike came about while still an undergraduate following his experience at Sony Corporation in Japan. Mr. Moskowitz sought to better define a means for protecting digital media content such as music, video and images. He coined the term "digital watermark" as a means for securely creating "responsibility for digital copies," which led to the writing, filing and receipt of over 75 U.S. and International patents, with several dozen pending. Mr. Moskowitz also invented "signal abstracts" for signal analysis, identification, and monitoring as well as "packet watermarks" for streams of packets or packet flow and "trusted transactions" for enabling peered, secure transactional activities over networks and between parties. Successfully produced a DoD/SBA "SBIR" submission based on software deployments and public sector communications. Mr. Moskowitz has been active in promoting intellectual property protection and has been an invited speaker at "RSA", "ANSI", "CFP", "ACSAC", "DDMI", Museum of Modern Art ("MOMA"), U.S. Library of Congress, and other forums worldwide. Mr. Moskowitz penned the Introduction to the groundbreaking resource on digital rights management ("DRM"): Multimedia Security Technologies for Digital Rights Management.

▼ 5 recommendations, including:

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Cheyenne Ehrlich

Founder/CEO at Perceptual Networks

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People Also Viewed



Chris Law
Startup Junkie



Kevin Marks
Vice President of Open Cloud Standards at Salesforce.com



Matthew Mahoney
Entrepreneur, Education Hacker.



David Cullinan
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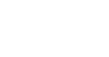
Clyde Unno
Swingby2020 CEO



Bob Nebrig
Entrepreneur



Steve Mezak
CEO of Accelerance, Inc. and author of Software without Borders



Ken White

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Cyrus Shaoul
Post-Doctoral Fellow at Universität Tübi...

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ERIC ALEXANDRAKIS
Composer/Musician at Minoan Music [m...]

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Associate Director at Post Carbon Institute



Karen Marcelo
Director at dorkbotSF

Founder & CEO

Wistaria Trading, Inc.

September 1991 – Present (22 years)

Sales & marketing consultancy and agent for US and European exports to Japan. Exemplary projects: developer of the "hearts on fire" diamond brand (yes, that "hearts on fire" campaign); agent for US microbrewers successfully creating the 17th largest seller; largest importer of pre-recorded compact discs over 10 mil+ units per year; fishing supplier deployment of Japan-specific direct marketing campaign and in-country sales support; and, initiated Japan-wide expansion of several niche products with specialized distribution channel marketing and direct sales requirements.

Stateside: represented Japanese vendors in negotiations, management and maintenance of US-based partners. Specific market experience available on request.

Apprentice/Intern

Sony Corporation, Tokyo, Japan

June 1990 – August 1990 (3 months)



First undergraduate Intern for Sony Corporation in Japan. Formulated and designed a strategy to enter U.S. high-definition TV market. Created business plan for improving monitor device top & bottom line performance. Needless to say, these plans were the subject of intense scrutiny concerning internationalization and specific target market strategy.

Languages

Japanese

Projects

Jared Dylan - In Panic EP ➔

2010 – Present

<http://www.youtube.com/watch?v=TVz2B8RTG1w&feature=plcp>

<http://www.youtube.com/watch?v=isvWiY7iNHQ&feature=context-chv>

- ▶ 6 team members, including:



Scott Moskowitz
Entrepreneur with moxie



Jerry D. Goldstein
Attorney At Law



Jared Goldstein
Student at University of Miami



Anthony J. Resta



Skills & Expertise

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People Similar to Scott



Cheyenne Ehrlich

Founder/CEO at Perceptual Networks Connect

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Scott also knows about...

2	Management
2	Mobile Applications
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1	Product Management
1	Public Speaking
1	Multimedia
1	Licensing
1	Product Marketing
1	Product Development
1	Online Marketing
1	Negotiation
1	Telecommunications
1	Angel Investing
	Open Mind
Entrepreneur	
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Education

University of Pennsylvania
Baccalavrei Artivm, Political Science, Oriental Studies - Japanese
1986 – 1991

University of Pennsylvania - The Wharton School
BSE/BA, Finance, Political Science & Japanese
1986 – 1991

Activities and Societies: [ZBT](#)

International Christian University
1989 – 1990

Obirin College, Machida, Japan
Japanese Business & Society Program
1988 – 1988

Activities and Societies: [Introduction to Japanese Society and homestay.](#)

Additional Info

Interests

Check out my photography under "digitalshaman" at Flickr <http://www.flickr.com/photos/digitalshaman/>
Please become a fan of "Blue Marble Terra" on Facebook or follow tweets @bluemarbleterra

Advice for Contacting Scott

e-mail is best with some specifics of the reason for your inquiry.



Honors & Awards

Series 7 & 63 (1987)

Mortgage Broker License (FL) (2006-2010)

Mortgage Brokerage Business License (FL) (2009-2010)



Organizations

Senior Member - IEEE, ACM, SPIE

Recommendations

Given (4)



Lynn Heatherton

Senior Director, Corporate Development

“ Lynn has a powerful understanding of the dynamics of both the media business and business development in general. Her international experience is a compliment to her solid analytics.

August 3, 2006, Scott was with another company when working with Lynn at Bertelsmann



Jarret Adams

Technology Writer

“ Jarret writes with an emphasis on balanced and persuasive arguments common to great communicators.

August 2, 2006, Scott was Jarret's client



Cyrus Shaoul

CEO

“ Having known Cyrus since our days in Japan, it is difficult to put in words the depth and breadth of creativity and effectiveness he exerts in every endeavor. Any project involving Cyrus will be immensely benefited by his input.

July 12, 2006, Scott was with another company when working with Cyrus at Tomigaia Inc

Brett Fasullo
Owner



“ A highly motivated and energetic team builder, creative project leader and all-around solid business development professional. I always enjoy working with Brett!

July 6, 2006, Scott was with another company when working with Brett at Surreal Records Multimedia

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